



Media Kit 2025/2026

Advertise with us

Harness the influence of Australia's only professional association for veterinarians – trusted by your target audience since 1921.

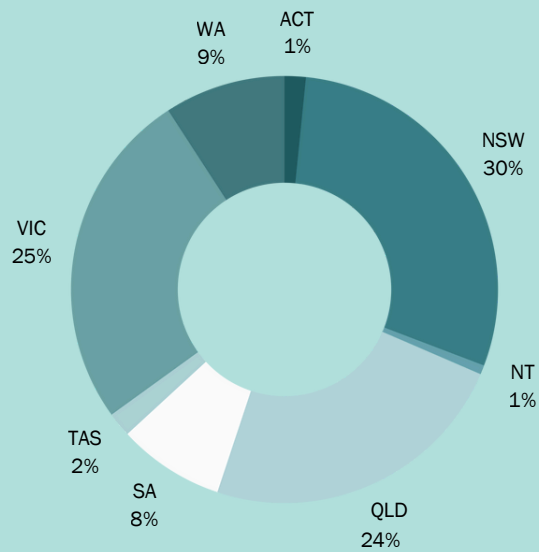
Contents

AVA Member Snapshot	3
Our Platforms	4
Website ava.com.au	5
• AVA Leaderboard	6
• News & Members Updates Leaderboard	7
• AVA Advertorial	8
AVA National Newsletter	9
• Divisions	10
Special Interest Groups	11
• Newsletters	12
• Print & Online Journals	13
• ACV Podcast Sponsorship	15
• AVA Webinar Sponsorships	17
• Client Content Webinar Sponsorships	18
Students & Graduates	19
Career Connect	20
How to book	21
Advertising Policies	22

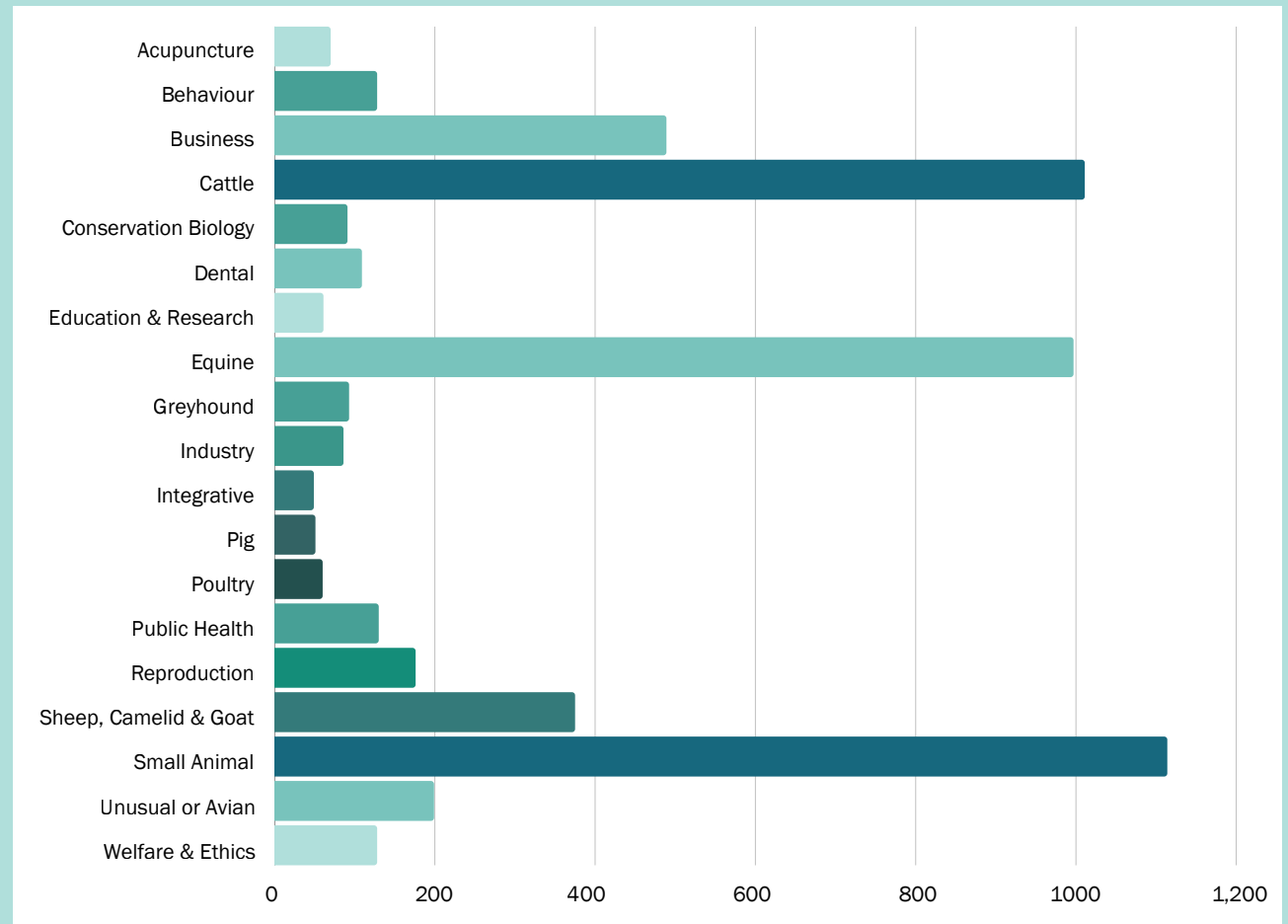


AVA Member Snapshot

State Membership



Membership Interest



Our Platforms

Audience: Veterinary Professionals



Digital

- AVA National Newsletter (weekly)
- Website display & advertorials (monthly)
- Divisions (within weekly national newsletter)
- SIG Newsletters (monthly)
- Career Connect Newsletter (fortnightly)
- SIG & THRIVE Webinars
- ACV Podcast

Print

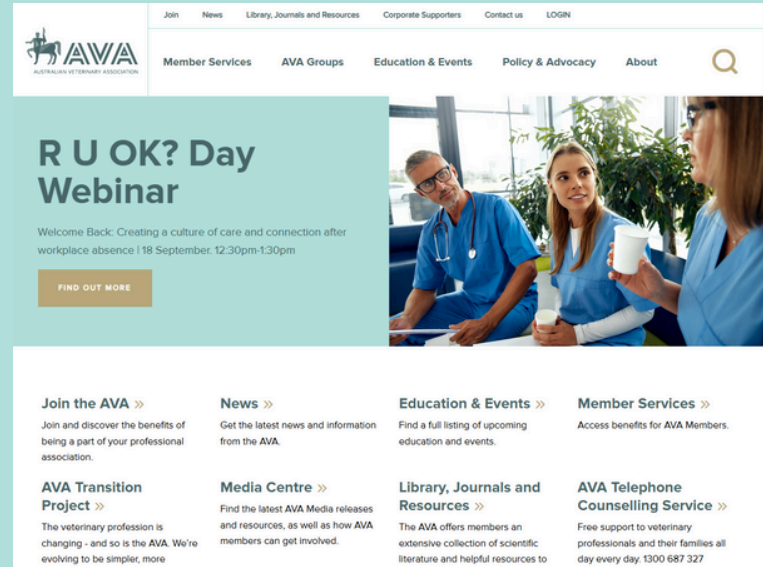
- Small Animal: Companion Magazine (quarterly print publication)
- Equine: Australian Equine Veterinarian (bi-annually print & online)
- Cattle: BullBook (rolling 12-month advertising opportunities)

Events

- Exhibition trade stands & sponsorships (National, SIG & State Conferences)
- Event Sponsorships
- Event EDMs

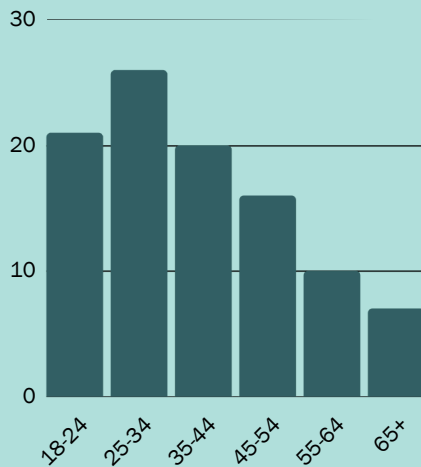
Website ava.com.au

The AVA website is the AVA’s flagship platform and the main website for veterinary professionals, AVA members and the veterinary profession within Australia. Enjoyed by thousands of users each month across desktop, mobile and tablet, it’s a powerful platform for your brand.

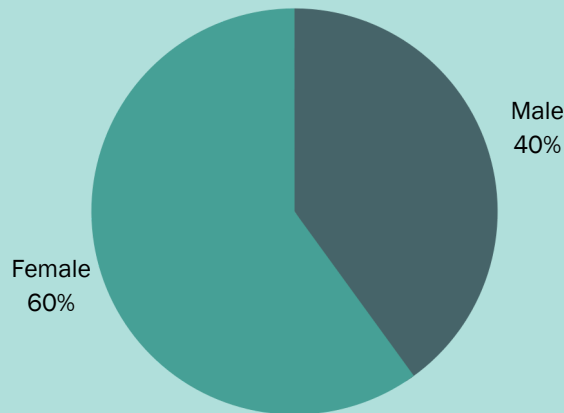


*Figures are annual

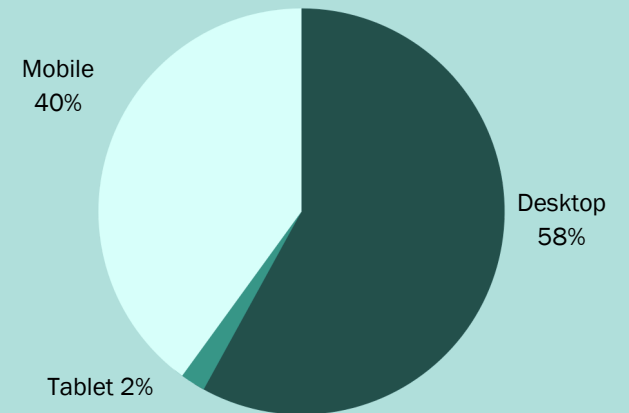
Age



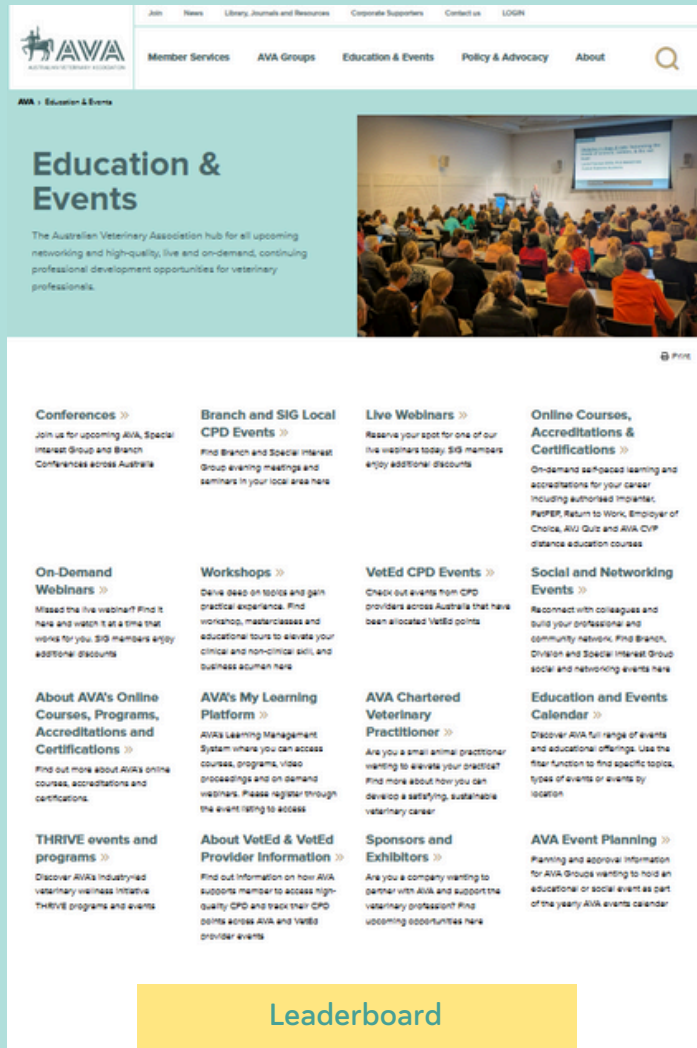
Gender



Device Use



Website ava.com.au



AVA Leaderboard

Ad appears across:

- Member Services
- Education & Events
- Library & Resources
- Contact

Reach: Approx. 7,000+ / month

Material Specifications:

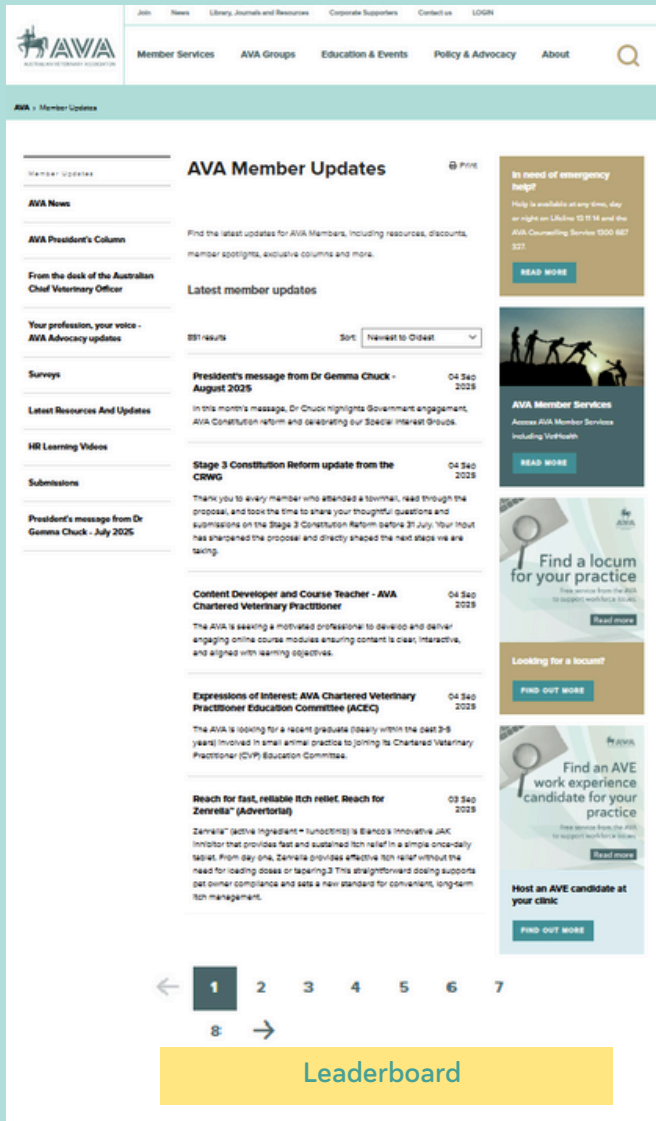
Leaderboard: 728×90px (desktop) & MREC: 300x250px (mobile)

*both sizes must be supplied

- JPEG, PNG or GIF
- 96DPI and max file size 500kb
- Please supply your destination URL

Pricing: \$3,115 / month ex gst

Website ava.com.au



AVA News & Members Updates Leaderboard

Ad appears across:

- AVA News
- AVA Member Updates

Formerly known as the AVA Digest, the AVA News & Member Updates pages focus on the latest content for members such as resources, videos, discounts and offers.

Reach: Approx. 3,000+ / month

Material Specifications:

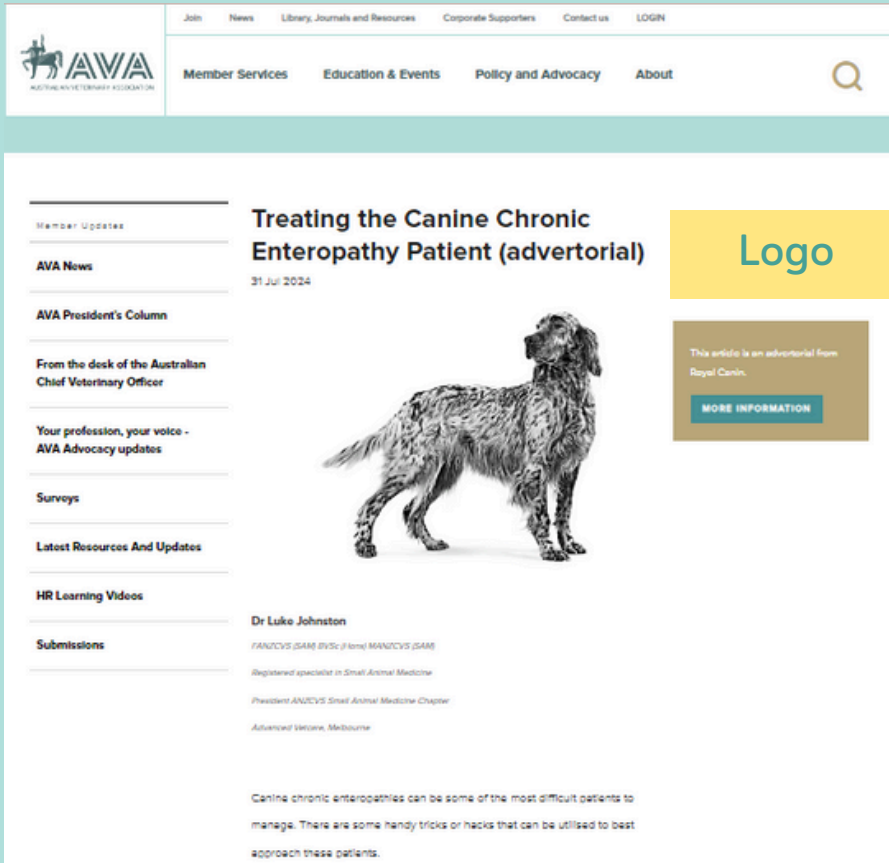
Leaderboard: 728×90px (desktop) & MREC: 300x250px (mobile)

*both sizes must be supplied

- JPEG, PNG or GIF
- 96DPI and max file size 500kb
- Please supply your destination URL

Pricing: \$2,965/ month ex gst

Website ava.com.au



AVA News & Members Updates Advertorial

Article appears within:

AVA Member Updates Link to article for 1 month in AVA Newsletter

Advertorials tell a more in-depth story and really engage AVA members. They are perfect for educating an audience and explaining the benefits or initiatives behind your product or service.

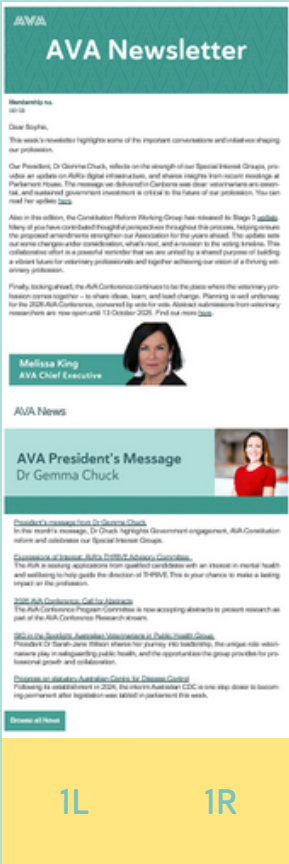
Material Specifications:

- Title: Maximum 10 word count
- Body: Maximum 500 word count
- Images (up to 4): JPEG or PNG - landscape orientation preferred
- Logo: PNG or EPS
- You may link to your website/product within the advertorial text or supply a URL for your image to link to

Pricing: \$3,115/ month ex gst

Your copy will be subject to internal approval, and the copy may be subject to editing, with the final decision made by the AVA. All advertorial material must comply with AVA policy (e.g. avoiding use of animals with exaggerated features), and references should be provided to support any scientific/ medical claims made. Acknowledgement that the material is an advertorial, and who it has been provided by, will appear with the advertorial.

AVA Newsletter



Unique
Open Rate
61%

Subscribers
7.3k

AVA National Newsletter

This is a weekly national email sent to our 7.3k members with a preview of what to see in our news & member updates pages. Members are highly engaged with the AVA Newsletter proven by an incredibly strong & consistent average unique open rate of 61%.

Material Specifications:

- MREC (Retina): 600x500px
- JPEG, PNG or GIF
- 96DPI and max file size 500kb
- Please supply your destination URL

Pricing	2 week block (min. 2 sends)	1 month block (min. 4 sends)
Position 1 L or R	\$4,155	\$6,135
Position 2 L or R	\$3,530	\$5,195
Best Available	\$3,115	\$4,675

Pricing ex gst

Divisions

AVA Newsletter

Membership no. 91188

Dear Sophie,

This week's newsletter highlights some of the important conversations and initiatives shaping our profession.

Our President, Dr Gemma Chuck, reflects on the strength of our Special Interest Groups, provides an update on AVA's digital infrastructure, and shares insights from recent meetings at Parliament House. The message we delivered in Canberra was clear: veterinarians are essential, and sustained government investment is critical to the future of our profession. You can read her update [here](#).

Also in this edition, the Constitution Reform Working Group has released its Stage 3 [update](#). Many of you have contributed thoughtful perspectives throughout this process, helping ensure the proposed amendments strengthen our Association for the years ahead. The update sets out some changes under consideration, what's next, and a revision to the voting timeline. This collaborative effort is a powerful reminder that we are united by a shared purpose of building a vibrant future for veterinary professionals and together achieving our vision of a thriving veterinary profession.

Finally, looking ahead, the AVA Conference continues to be the place where the veterinary profession comes together – to share ideas, learn, and lead change. Planning is well underway for the 2026 AVA Conference, convened by vets for vets. Abstract submissions from veterinary researchers are now open until 13 October 2025. Find out more [here](#).

Melissa King
AVA Chief Executive

AVA News

AVA President's Message

Dr Gemma Chuck

President's message from Dr Gemma Chuck.
In this month's message, Dr Chuck highlights Government engagement, AVA Constitution reforms and celebrates our Special Interest Groups.

Expressions of interest: AVA's THRIVE Advisory Committee.
The AVA is seeking applications from qualified candidates with an interest in mental health and wellbeing to help guide the direction of THRIVE. This is your chance to make a lasting impact on the profession.

2026 AVA Conference: Call for Abstracts
The AVA Conference Program Committee is now accepting abstracts to present research as part of the AVA Conference Research's stream.

AVA in the Spotlight: Australian Veterinarians in Public Health Group.
President Dr Sarah-Jane Wilson shares her journey into leadership, the unique role veterinarians play in safeguarding public health, and the opportunities the group provides for professional growth and collaboration.

Progress on Infectious Australian Centre for Disease Control
Following its establishment in 2024, the Interim Australian CDC is one step closer to becoming permanent after legislation was tabled in parliament this week.

VIC Division News

[Veterinary Antimicrobial Stewardship Summit Asia Pacific: Melbourne 27-28 October](#)
The Asia-Pacific Centre for Animal Health and The University of Melbourne Vet Antibiocitics Team present the first Veterinary Antimicrobial Stewardship Summit: Asia Pacific (VASSAP) in Melbourne, bringing together researchers, clinicians, policymakers and animal industry representatives.

Browse all VIC News

Ad Ad

NT Division News

[AVA lodges submission on NT's Animal Protection Amendment Bill 2025](#)
The AVA has officially submitted feedback on the Northern Territory's Animal Protection and Related Legislation Amendment Bill 2025.

[Survey: Barriers and facilitators to engaging in Emergency Animal Disease Response training](#)
As part of the Northern Australia Coordination Network (NACN), Biosecurity Queensland is encouraging Private Veterinary Practitioners (PVPs) located in Northern Australia to participate in a research project being undertaken by James Cook University on Barriers and Facilitators to Engaging in Emergency Animal Disease Response Training.

Browse all NT News

WA Division News

[WA amended Veterinary Practice Regulations - AVA Advocacy update and next steps.](#)
From January this year the AVA has been actively advocating on behalf of members throughout the consultation, release, and initial implementation stages of the amended Veterinary Practice Regulations 2022.

[AVA lodges submission to ensure veterinary access to firearms under new legislation](#)
The AVA has lodged a submission to the Committee reviewing the WA Firearms Act 2024, highlighting potential implications for veterinary professionals and animal welfare.

[Survey: Barriers and facilitators to engaging in Emergency Animal Disease Response training](#)
As part of the Northern Australia Coordination Network, Biosecurity Queensland is encouraging Private Veterinary Practitioners located in Northern Australia to participate in a research project being undertaken by James Cook University on Barriers and Facilitators to Engaging in Emergency Animal Disease Response Training.

Browse all WA News

TAS Division News

[Tasmanian Conference 2025: Early bird registration closes 12 September](#)
This year's Tasmanian Conference will be focused around ophthalmology and will be held at the West Point Hobart on Friday 10 October – Sunday 12 October 2025. Check out the conference program and register by 12 September for early bird discounts.

Divisions

AVA Divisions (states & territories) produce content that is included in the weekly AVA National Newsletter, enabling members to receive relevant updates from their state or territory. These updates contain articles focusing on both veterinary and business topics, as well as events. Divisions include: ACT, NSW, NT, QLD, SA, TAS, VIC, WA

Material Specifications:

- MREC (Retina): 600x500 px
- JPEG, PNG or GIF
- 96DPI and max file size 500kb
- Please supply your destination URL

Unique
Open Rate

61%

Pricing:

\$1,655 ex gst / month (min. 4 sends)

Special Interest Groups

AVA Special Interest Groups

The AVA's Special Interest Groups (SIGs) use their targeted expertise for policy and campaign work as well as offering the clinical and educational support veterinarians need in their daily work. They offer members a targeted resource to support certain skills and interests within the profession. Each SIG shares the vision and purpose of the AVA and contributes to the achievement of the AVA strategic priorities.



See p.19 for AVA Students & Graduates

SIG Category 1: reach approx. 500-2,000+ members/month

- The Australian Small Animal Veterinarians Group
- The Australian Cattle Veterinarian Group
- The Equine Veterinarians Australia Group
- The Veterinary Business Group

SIG Category 2: reach approx. 100-500 members/month

- The Sheep, Camelid and Goat Veterinarians Group
- The Unusual Pet and Avian Veterinarians Group
- The Australian Reproduction Veterinarians Group
- Australian Veterinary Behavioural Medicine
- The Australian Veterinary Dental Society
- The Australian Greyhound Working & Sporting Dog Veterinarians Group
- The Australian Veterinary Acupuncture Group
- The Integrative Veterinarians Australia Group

SIG Category 3: reach up to 200 members/month

- The Australian Veterinarians for Animal Welfare and Ethics Group
- The Australian Veterinarians in Public Health Group
- The Australian Veterinary Conservation Biology Group
- The Australian Veterinarians in Industry Group
- The Veterinarians in Education, Research and Academia Group
- The Australian Pig Veterinarians Group
- The Commercial Poultry Veterinarians Group

Special Interest Groups

a) E-newsletters

Newsletters are sent once a month, Feb-Nov, for each Group

SIG CATEGORY	Category 1	Category 2	Category 3
Position 1 L + R	\$1,555	\$1,035	\$515
Position 2 L + R	\$1,345		
Best Available	\$1,035		

Material Specifications

600 x 500 px, 96DPI and max file size 500kb



Please supply URL for click-through
Image format: JPEG, PNG or GIF

ASAV eNews
ava.com.au | vetvoice.com.au
14 August 2025

Dear Sophie

In this edition:

- ASAV President update
- Education - What's on offer?
 - 50th ASAV Annual Conference - last chance to register
 - ASAV webinars upcoming and on-demand
 - Mental Health First Aid - September 2025 course open for registration
- ASAV News
 - ASAV Student careers night at JCU - a night to remember
 - Call for ECV - AVA Medicine & Poisons Project Working Group
- AVA News
 - AVA Transition Project FAQs
 - Your membership matters | Renew today and be part of the change
 - AVA mentoring program
- Resources
 - Greyhound Pet Health
 - IFA Advocacy Service
 - Surveys - help advance veterinary science
 - VOSA News
 - FRSAA News

An update from your ASAV President

Not long to go until the 50th ASAV Conference in Cairns. If it has been wet and cold and a little quiet in practice where you live there is still time to make a snap decision and head to a week of outstanding CE in the warmth. I've been watching the weather in Cairns and it is simply perfect. Remember we are combining with IFAVC, Continuity and the Conservation Biologists so there will be a lot of choice and an absolutely fabulous group of vets.

Your committee will be busy the weekend before planning for the year ahead. We would love your input if you had any specific areas you would like covered in webinars or conferences. You may also have a burning small animal issue that we could either create a policy for or make a part of our advocacy goals.

The upcoming conference is our 50th! Fifty years ago, small animal practice was still emerging as a valid area for veterinarians, and I wonder how the founders of the ASAVA would view us today. One thing I'm sure of is that they would have benefited each other and all of us by welcoming their time and expertise, encouraging collegiality and setting a culture that persists today.

Finally, remember that the AVA is preparing to vote next month on one of the biggest constitutional changes in over half a century. Have a look at the [AVA website](#) for the details, become informed and remember to vote.

Until next time,
Dr. Julie Crawford
ASAV President

1 L 1 R

50th ASAV Annual Conference together with AVCE, AVDS & UPAV

AVCE, AVDS and UPAV. It's a milestone year celebrating five decades of small animal excellence, education and community.

Expect:

- World-class CPD
- Unforgettable socials
- A vibrant mix of vet professionals from across Australia
- Over 400 veterinary professionals. One iconic location. Countless reasons to attend.

Don't miss this opportunity to learn, connect, and collaborate where fur, feathers, large and fine come together.

Can't join us for the full week? No problem—choose from single-day passes, virtual event tickets, or exclusive masterclasses to customise your experience.

So, pack your sunscreen, swimwear and sense of adventure, and get ready to join us for the 50th ASAV Annual Conference in collaboration with AVCE, AVDS and UPAV—a celebration of science, connection, and the animals that bring us all together.

We can't wait to welcome you—where fur, feathers, large and fine converge in tropical paradise!

[Register today >](#) [Conference website >](#) [Conference program >](#)

2 L 2 R

Upcoming ASAV Webinars

Here is a list of ASAV's upcoming webinars:

- 14 August (tonight) | VBC Webinar | Financial literacy and personal finance for early-career vets | Alyssa Kennedy - [register for free here](#)
- 10 September | What to do with a limited leg | Lucas Boller - [registration opening soon](#)
- 18 October | Endocrine emergencies | Alexander Sauer
- 12 November | Canine Pyometra | Xavier Schneider

Invitations to register for each of these will be sent to you as registration opens. ASAV webinars are free to all ASAV members.

Webinars On-Demand

For those who were unable to attend our webinars live, we now provide webinars on-demand in My Learning.

You need to have a registration to access an on-demand webinar. Registration for ASAV on-demand webinars are free for ASAV members.

Webinars currently available to watch on-demand:

- Update on Canine hyperadrenocorticism: Diagnosis and management | Dr Chad Barman - [expiring soon](#)
- Canine mast cell tumours - what we know now | Dr Catherine Chan
- Burning Snake Bite - The four pillars of successful snake bite management | Dr Rob Webster and Dr Elise Lester
- Incubated corneal ulcers | Dr Paul McCarthy
- Innovation in Practice | Dr Graham Sweeney
- Behaviour: anti-anxiety medications | Dr Jacqui Lury
- Having difficult conversations | Dr Anna Howard
- All Chewed Up - acute dog bite trauma management | Dr Rob Webster and Dr Chiana Leung
- Body cavity fluid analysis for practitioners | Dr Jason Skay
- Emergency Surgery: When eyelids rub you the wrong way | William Irving
- Therapeutic radiology | Belinda Hoggar
- Haemangiosarcoma in dogs - treatments beyond surgery | Dr Penny Thomas
- Now what? Rebuilding the dog after the tumor's gone | Prof Charles Kartz

If you do not have an existing registration you can register via the Education and Events calendar [page](#). Following registration you will receive a confirmation email. Please follow the instructions in the email, or below.

To access an on-demand webinar you are registered for:

- Click on the button [Watch webinars on-demand](#), below
- Click on the **Personal account** button.

Special Interest Groups

b) Print Publications & Online Journals

Small Animal



Companion Magazine

Type: Glossy Print & Online Magazine
 Circulation: 1,200 ASAV members
 Frequency: Quarterly

Cattle



The BullBook

Type: Online manual
 Circulation: Approx. 600 downloads / year
 Frequency: Updates are intermittent and at the discretion of the editor – ads will remain live for 12 months

Equine



The Australian Equine Veterinarian

Type: Print & Online peer-reviewed journal
 Circulation: 1,000 EVA members
 Frequency: Bi-annually - Autumn/Spring

Special Interest Groups

b) Print Publications & Online Journals



Specifications

Print & journal specifications vary
Please enquire for more information

Note: Only Half Page Inside General available in the ACV BullBook

Full Page Positioning	Price / issue (ex gst)	Price / issue for 2 or more issues in 1 calendar year (ex gst)
Inside Front Cover	\$3,115	\$2,695
Outside Back Cover	\$2,795	\$2,595
Inside Back Cover	\$2,795	\$2,595
Inside General	\$2,075	\$1,895
Half Page Inside General	\$1,035	\$935
Advertorial	\$2,385	\$2,075
Half Page Advertorial	\$1,245	\$1,035
Loose A5 Insert	\$2,595	\$2,385

Special Interest Groups



Support the conversations that support Australia's cattle industry

c) Podcast Sponsorship

Introducing “So I Herd” – The New ACV Podcast!

The Australian Cattle Vets (ACV), a special interest group of the AVA, has launched an exciting new podcast series: “So I Herd.”

Since its debut in July 2025, the podcast has already attracted 1,000+ listeners in its first month, with audience numbers continuing to grow rapidly as awareness spreads.

Who's it for?

“So I Herd” is designed for cattle vets, veterinary students, and anyone passionate about Australia's beef and dairy industries. Open access and free to listen, the series offers engaging, expert-led conversations on issues that matter to the cattle industry.

Meet the Host

The series is hosted by Prue Adams, award-winning agricultural journalist and former ABC Landline reporter, bringing trusted expertise and a strong industry voice to every episode.

Why it matters

With its strong early uptake and rapidly expanding audience, So I Herd is quickly positioning itself as a go-to resource for knowledge, insights, and stories from across the cattle industry.

Special Interest Groups



Support the conversations that support Australia's cattle industry

c) Podcast Sponsorship

Sponsorship Investment

\$2,390 + GST per podcast episode

or

\$1,995 + GST per episode for sponsorship of 3 or more episodes

As an Exclusive Sponsor of one (1) selected episode in the So I Herd podcast series (minimum six episodes in 2025–2026), you will receive:

On-Air Recognition

- Pre-roll: The host acknowledges your support in the opening remarks, “Thanks to [Sponsor Name] for their support of the ACV’s So I Herd podcast.”
- Mid-roll: Up to 80 customised words provided by you, read by the host mid-episode, “You’re listening to So I Herd, brought to you by [Sponsor Name]... [80-word message].”
- Post-roll: The host thanks your company at the end of the podcast, including a website mention (max 20 words).

Digital Presence

- Sponsorship listing on major podcast platforms for your chosen episode:
 - [Apple Podcasts](#)
 - [Spotify](#)
 - [Podbean](#)
 - [Amazon Music](#)
 - [PlayerFM](#)
 - [iHeartRadio](#)
- One (1) sponsored social media post across each ACV channel:
 - LinkedIn
 - Facebook
 - Instagram
- Sponsor name and logo featured on the AVA website podcast page.
- Sponsor name and logo included in the monthly ACV Moosletter promoting the episode.

Event Recognition

- Sponsor thanked and acknowledged during the ACV Conference 2026 Annual Meeting.
- Sponsor logo displayed on AV screens during the acknowledgment.

Special Interest Groups

c) AVA Webinar Sponsorships

The convenience and safety of webinars has seen them become a popular staple in the AVA's CPD offering. With a wide variety of webinars hosted regularly by AVA's various Special Interest Groups, they provide a rare opportunity to place your brand front and centre with your desired target audience, in an interactive format.

- Webinars are online, live, and fully interactive
- Each webinar is worth one VetEd point for participants
- Webinars are available to be viewed "on demand" to members and non-members via the My Learning platform on the AVA website for up to 12 months



AVA Webinar sponsorships are on offer to an exclusive presenting partner. Sponsorships include:

- Company logo on all email marketing pieces, with link to website of choice
- Pre-promotion in min. 1 x Education & Events Newsletters sent to 12,000+
- Company logo at beginning or end of speaker presentation
- Verbal acknowledgement of sponsorship collaboration during webinar
- Company logo on webinar recording in "on demand" section of VetEd library for up to 12 months
- 3 x complimentary registrations for your staff to participate in webinar
- 3 x complimentary registrations as invitations to your nominated prospective or current clients
- Statistical reporting provided for any stage of the marketing process (i.e. open rates, click rates)

Sponsorship Cost: \$2,350 ex gst

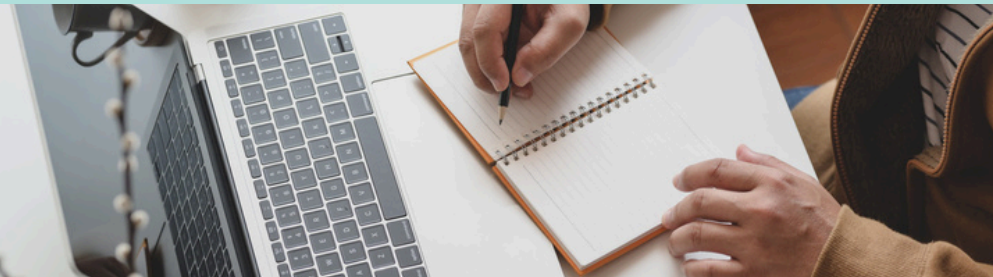
Webinar content is at the speakers discretion. Sponsors shall have no influence over the speaker in an effort to maintain educational integrity and speaker impartiality.

Special Interest Groups

d) Client Content Webinar Sponsorships

Take advantage of the opportunity to deliver your own content and speakers to AVA members in an engaging webinar format.

Hosted by us, delivered by you.



- Webinars are online and fully interactive
- Webinars are available to be viewed "on demand" to members and non-members via the My Learning platform on the AVA website for up to 12 months
- Company logo on webinar recording in "on-demand" section of VetEd library for up to 12 months

Your content will be subject to internal approval, and copy may be subject to editing, with the final decision made by the AVA. All approved material must comply with AVA policy (see p.19), and references should be provided to support any scientific/medical claims made. Acknowledgement that the material is a paid webinar ("Brought to you by") and who it has been provided by will appear within the webinar and throughout pre-promotion.

Sponsorship inclusions:

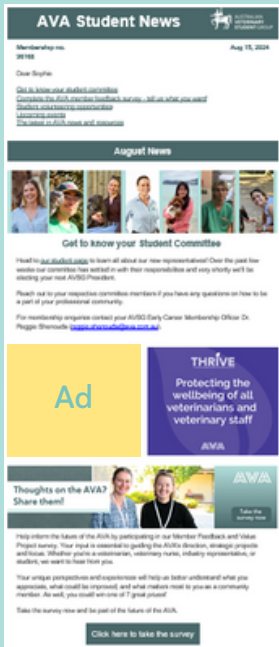
- Company logo on all email marketing promotion (incl. SIG and national newsletters) with link to website of choice
- Pre-promotion in min. 2 x Education and Events Newsletters sent to 12,000+
- Webinar recording to be offered on VetEd "on demand" library for a further 12 months, open to members and non-members
- 3 x complimentary registrations for your staff to participate in webinar
- 3 x complimentary registrations as invitations to your nominated prospective or current clients
- Statistical reporting provided for any stage of the marketing process (i.e. open rates, click rates)

Sponsorship Cost: \$4,450 ex gst

Students & Graduates

Students & Graduates

Governed by students for students, The Australian Veterinary Student Group provides member benefits that support and prepare students for practice and professional life, advocating on behalf of students, and facilitating networking opportunities and resources to support their transition to practice.



Student eNews

Frequency: Monthly

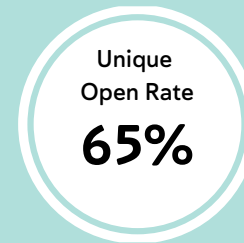
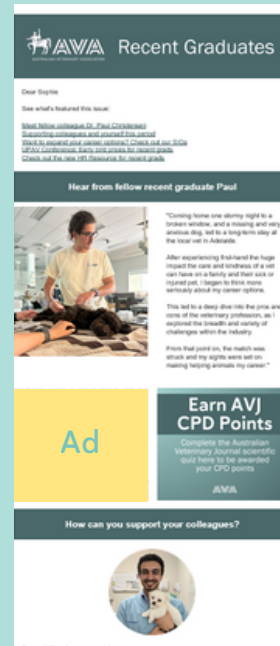
Members: 2,000

Pricing: \$1,595 ex gst/email or 10% discount for 3+ in 1 year

Material Specifications:

MREC (Retina): 600x500 px, JPEG, PNG or GIF, 96DPI
max file size 500kb, please supply click through URL

Supporting recent graduates who enter the profession in their first few years is crucial to AVA's work. As the cornerstone of our working veterinary profession, Graduate Members are encouraged to take charge as future leaders. AVA facilitates this through opportunities to volunteer with SIG Division and Committees, Advocacy and Working Groups, and Events to build their portfolio and further their skills. Graduates are provided with additional bespoke benefits, such as the AVA Graduate Mentoring Program, and are our main catalyst for sharing innovation.



Graduate eNews

Frequency: Quarterly

Database: 600-700

Pricing: \$1,595 ex gst/email or \$4,995 for inclusion in all 4

Career Connect

Career Connect Jobs
ava.com.au | vetvoice.com.au

With AVA Career Connect, you can browse below for your next potential job opportunity.

Looking to advertise a vacant position? AVA members receive a 50% discount on AVA Career Connect postings! Scroll to the end for your exclusive member-only discount code.

Looking for a role? Subscribe to AVA Career Connect job alerts or utilise the many job seeker tools to help you connect with your next opportunity.

Featured Opportunities

ACT

- Associate Veterinarian | Canberra Brindabella Equine Mobile Veterinary Service
- Veterinarian | Waramanga Weston Creek Veterinary Hospital
- Locum Small Animal Veterinarian | Waramanga Weston Creek Veterinary Hospital

New South Wales

- Veterinarian | Tumut Tumut Veterinary Clinic
- Technical Support Veterinarian | Huntingwood International Animal Health
- Veterinarian | Emu Bay Beach and Bay Vet
- Large Animal Clinical Residency in Theriogenology | Camden The University of Sydney
- Veterinarian | Port Macquarie Port Macquarie Veterinary Hospital
- Permanent Part-Time Veterinarian | West Wallisend Sugarloaf Animal Hospital
- Small Animal Veterinarian | Camden The University of Sydney

Northern Territory

- Deputy Chief Veterinary Officer | Darwin Northern Territory Government Department of Health

Queensland

- Equine Specialists and Associates | Brisbane Sunshine Coast Equine Hospital

If you are an Australian clinical practice able to support student veterinarians looking for placements within Australia, and contribute to supporting the career pathways for your future colleagues, then log your interest via AVA's Career Connect platform. Please note you do have to be an AVA member and be logged into your My AVA platform to be a part of this initiative.

Give a student veterinarian the training and opportunity through clinical rotations that they need to build up the profession and the future workforce. Or alternatively, host an AVE Student qualifying to be registered in Australia, going through their clinical examinations.

Please do check with your relevant veterinary school administration to ensure you meet all the respective requirements for the veterinary school's criteria for student placements.

Yes, I want to register my practice for Student placements

Yes, I want to host an AVE Candidate at my clinic

Find your next career opportunity or talent in one place with AVA Connect
careerconnect@ava.com.au

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AVA Career Connect places your positions vacant advertisement in front of veterinarians through periodic newsletters. Upgrade your advert to be spotlighted and be seen.

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Useful Contacts

- AVA Member services | 1300 137 309 | Email
- HR Advisory Service | 1300 788 977 | Email
- Benevolent Fund | 1300 137 309
- AVA Counselling Service | 1300 687 327
- Gold Insurance | 1800 810 213

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Sent by The Australian Veterinary Association Ltd, 404 Herbert Street, St Leonards, NSW, 2060. Contact us at [1300 137 309](tel:1300137309) or info@ava.com.au. Find us on social media at Facebook, LinkedIn, Twitter and YouTube.

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Career Connect is the AVA's dedicated veterinary job site and EDM, connecting talent with opportunity. You can advertise to over 7,000 engaged job seeker's via our Career Connect job alert EDM, sent fortnightly:

Material Specifications:

- MREC (Retina): 600x500 px
- JPEG, PNG or GIF
- 96DPI and max file size 500kb
- Please supply your destination URL

Pricing:

\$2,250 ex gst / month (min. 2 sends)

Unique
Open Rate
61%

For details on [job postings](https://careerconnect.ava.com.au/) please visit the career connect website <https://careerconnect.ava.com.au/>

How to Book

Ready to take your advertising to the next level?

To place your booking please contact AVA Business Development Officer,
Sophie Byrne e: sophie.byrne@ava.com.au | t: (02) 9431 5073

Booking & artwork deadlines:

Digital Display Advertising

Booking deadline: 15th of the month prior

Artwork: 20th of the month prior

Advertorials* / Print

Booking deadline: 10th of the month prior

Artwork: 13th of the month prior



*Your copy will be subject to internal approval, and the copy may be subject to editing, with the final decision made by the AVA. All advertorial material must comply with AVA policy (e.g. avoiding use of animals with exaggerated features), and references should be provided to support any scientific/medical claims made. Acknowledgement that the material is an advertorial, and who it has been provided by, will appear with the advertorial.



Advertising Policies

AVA Policy: Love is Blind

Artwork displaying certain animal breeds Support AVA in removing breeds with exaggerated features from advertising, including brachycephalic breeds. The popularity of certain breeds of dogs with exaggerated physical features has resulted in their increased use in marketing and advertising campaigns, and often in products aimed specifically at veterinarians, such as veterinary pharmaceuticals.

The exaggerated features of concern include brachycephaly (flat faces), chondrodystrophy (dwarfism) and excessive skin folds. Unfortunately, the exaggerated features lead to serious health and welfare problems, which the veterinary community are faced with managing, to try to give these animals a more comfortable life.

To raise awareness of this issue, the Australian Veterinary Association (AVA) and RSPCA Australia launched an awareness campaign in 2016 called 'Love is Blind'. We have already reached out to our sponsors and regular advertisers advising that we will stop using these breeds in all advertising material appearing in our publications, and ask for your assistance with this when it comes to all marketing material, including:

- Any form of advertising in print and digital AVA products
- Exhibits at AVA conferences and events
- Any other form of marketing undertaken under the AVA brand.

The AVA will be enforcing this policy at the AVA Annual Conference, and we ask that you make sure that all your team involved in the exhibition are aware of our policy and the animal welfare issues involved. The dog breeds governed by this policy are:

- Brachycephalic breeds: including Pugs, British Bulldogs, French Bulldogs, Boston Terriers, Pekinese, Shih Tzu and Cavalier King Charles Spaniels
- Chondrodystrophic (dwarf) breeds: including Dachshunds, Basset Hounds, and Welsh Corgis
- Breeds with excessive skin folds: in particular the Shar-pei breed

If you need more information please contact Melanie Latter, melanie.latter@ava.com.au. You can also visit www.loveisblind.org.au to learn more.

AVA Policy: Marketing Biosecurity

Marketing material used that includes AVA branding developed by AVA needs observe best practice biosecurity principles. The AVA recognises the important role that biosecurity plays in both protecting our members from potentially zoonotic infections and antimicrobial resistant pathogens, and in protecting our patients and clients from spread of disease. The purpose of this policy and procedure is to ensure appropriate biosecurity practices are used in AVA marketing material to promote effective biosecurity practices across the profession.

The AVA will not accept artwork (still or video) that displays images of animals licking people's faces, veterinary staff examining animals or performing procedures on animals without wearing appropriate personal protective equipment. Artwork will be submitted for review and approval a minimum of 2 weeks prior to print deadline or exhibition stand build deadline. The artwork will be reviewed by a veterinary staff member. Please refer to the AVA Website for the full policy and procedure statement.

Terms & Conditions

Any new advertising material has to be approved by the AVA before publication. Positioning may vary on mobile and tablet devices. The Australian Veterinary Association reserves the right to reject any advertisement or copy. The word 'advertisement' will be placed above or below copy that the Association believes warrants such treatment. It is the responsibility of the advertiser to supply the correct files. Artwork must be supplied by the material deadline. Booked material which fails to arrive by the deadline date will be billed at full cost, and where possible the AVA will select a replacement advertisement from previously used material. If no such material exists, other material will be selected. It is the responsibility of the advertiser or agency to ensure the finished artwork is available by the deadline. A client may cancel all or part of a digital or print booking without penalty if written notice is given to the AVA at least 8 weeks' prior to the campaign start date

Advertising Policies

Indemnity

It is the responsibility of the advertiser to ensure that advertisements comply with:

- The Competition and Consumer Act 2010, as amended.
- Any other applicable Commonwealth and State laws.
- Advertising industry voluntary codes of practice including the Australian Association of National Advertisers (AANA) Code of Ethics.
- Advertisers must ensure that advertisements do not conflict with AVA policy.

In accordance with section 84 of the Australian Pesticides and Veterinary Medicines Authority, (APVMA) Agricultural and Veterinary Chemicals Code Regulations (Agvet Codes), persons must not make any claim, or permit any claim to be made in respect of a registered chemical product that is not consistent with the approved label for that product.

It is an offence for advertisers to:

- Advertise an unregistered chemical product unless an application for registration has been lodged with the APVMA and it is stated in the advertisement that the product is not registered and an application has been lodged.
- Make a claim about a product that is inconsistent with an instruction on the approved label for the product.
- Publish information about a product that is false or misleading.

We encourage all advertisers to list the ingredients of the product named in the advertisement.

Sales conditions

Interest may be charged at the rate of 1.5% per month, calculated daily, on any amount that remains unpaid after 60 days from the date of invoice.

**Ready to connect
your brand with your
target audience?**

**Reach out to
sophie.byrne@ava.com.au**